



CHAPTER 5 URBAN DESIGN

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This chapter presents an overall urban design framework for the Winchester Urban Village. The urban design goals, standards and guidelines presented in this chapter lay the groundwork for a distinctive and neighborhood-oriented Village. The framework promotes an attractive and accessible Urban Village that promotes pedestrian activity in select areas; and ensures that higher-intensity village development is compatible with and supports the many existing neighborhoods both within and near the Village. In general, the urban design framework focuses on the Village's character and livability. The organization of this chapter is as follows:

- **Section 5.1: Existing Urban Design Conditions** describes the Village's major challenges in terms of urban design.
- **Section 5.2: Urban Design Framework** describes the various elements of the Village's urban design as envisioned by the Plan. Included for each topic are standards, which are requirements for all project applicants, and design guidelines, which are recommendations that will ensure quality design.
- **Section 5.3: Visualizations** presents two photosimulations that envision the future of the Winchester Boulevard and Stevens Creek Boulevard corridors. Also included are illustrations of how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the standards and guidelines listed in Section 5.1.
- **Section 5.4: Master Table** provides a comprehensive list of all urban design standards and guidelines.

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5.1 Existing Urban Design Conditions

The existing Winchester Urban Village is generally characterized by the mixed-use, auto-oriented Winchester Boulevard and the predominately residential areas to the east and west of the Boulevard corridor. Building heights are one to three stories, with a few residential buildings reaching four stories. Commercial development along Winchester Boulevard generally prioritizes vehicular circulation by providing ample surface parking, often located along the Winchester Boulevard frontage, as well as frequent curb cuts. In general, pedestrian and bicyclist access along and across Winchester Boulevard is compromised by long blocks and crossing distances, narrow and/or discontinuous sidewalks, lack of buffers between sidewalks and vehicular traffic, and limited bicycle facilities. East-west connectivity is especially limited by the lack of through streets or pathways between large developments and long blocks.

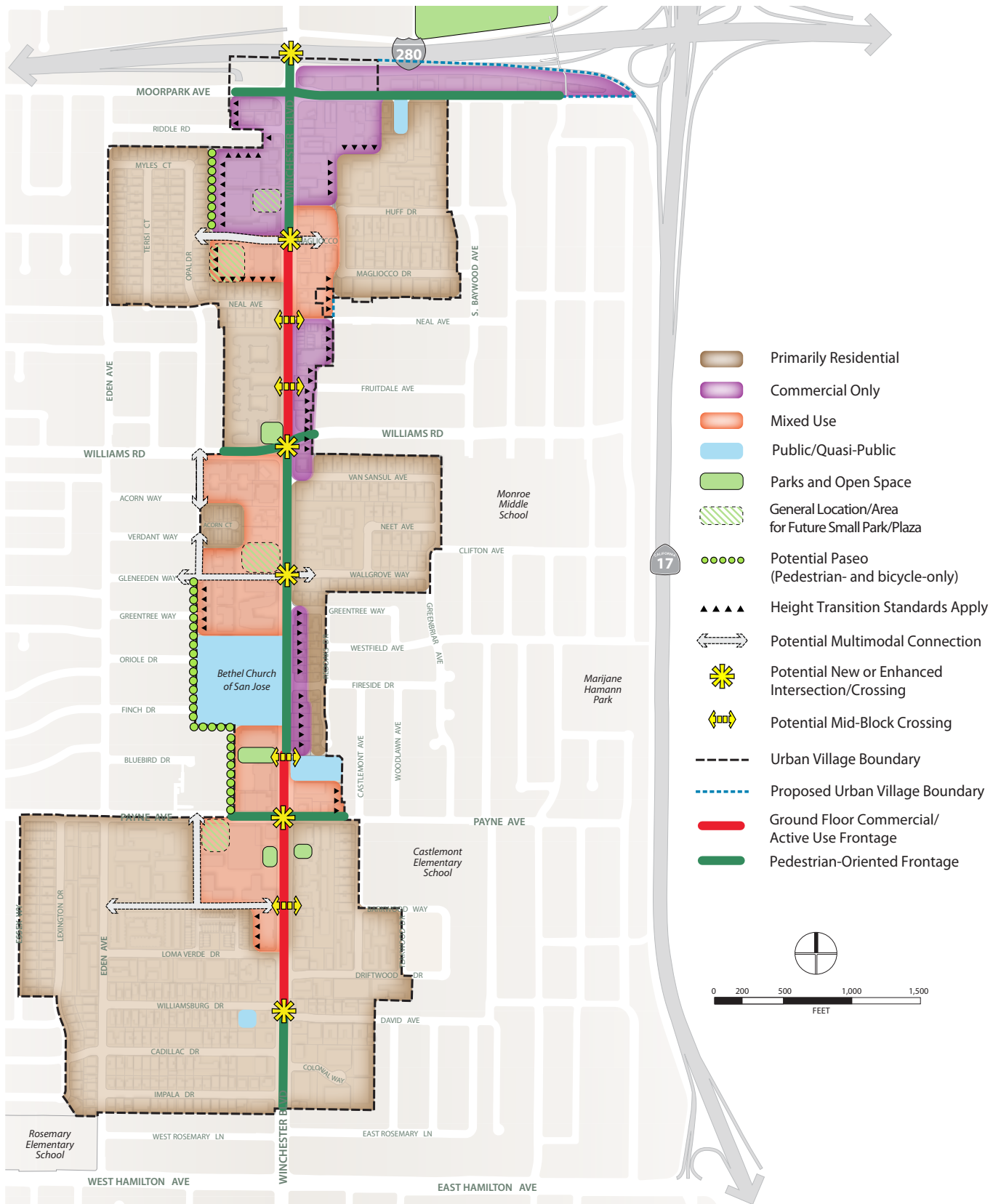
5.2 Urban Design Framework

Figure 5-1 describes the Plan's vision for the Village's urban design framework. The framework focuses on the many elements of the Village's visible and accessible public areas. This includes open space areas, connections to major roadways and destinations, the space between buildings and streets, and buildings themselves – all of which contribute to the area's identity as a vibrant and walkable mixed-use San José Urban Village. In this section is a discussion of the major elements of the Urban Design Framework, followed by relevant standards and design guidelines.

The five major elements of the Urban Design Framework discussed in this section are:

- A Cohesive and Pedestrian-Oriented Village
- Quality Building Design
- Compatibility of Building Height, Placement and Scale
- Access through Paseos, Pathways, and Parking
- An Environmentally Sustainable Village

FIGURE 5-1: URBAN DESIGN FRAMEWORK



5.2-1 A COHESIVE AND PEDESTRIAN-ORIENTED WINCHESTER BOULEVARD

The Urban Design Framework for the Winchester Urban Village focuses on a higher-intensity mix of uses throughout the village, particularly along Winchester Boulevard. As shown in Figure 5-1, the residential character is preserved in much of the Village while Winchester Boulevard is lined with mixed-use (shown in orange) and commercial (shown in purple), as well as residential-only uses (shown in brown). The framework also contains other features that strengthen the connectivity to and from Winchester Boulevard, including several potential mid-block crossings; enhanced intersections; and new vehicular rights-of-way across the Boulevard.

While permitted uses are described in Chapter 2, the urban design framework will help shape the character of the street frontage through ground floor frontage design. Throughout the Village, a cohesive and pedestrian-friendly realm is supported by appropriate uses and building frontages that are attractive, engaging, and sensitive to pedestrians' comfort. Two frontage types—Active and Pedestrian-Oriented—are applied to key frontages within the Village, as shown in Figure 5-1 and described in the following sections. Generally, Active Frontages apply to the areas with the Ground Floor Commercial Required Overlay designation, and Pedestrian-Oriented Frontages apply to the rest of the corridor as well as major east-west frontages near Winchester Boulevard. Existing City standards apply to the remainder of frontages in the Urban Village.

5.2-1.1 Active Frontages

This ground floor frontage type applies to two segments of Winchester Boulevard: between Magliocco Drive and Williams Road and between the proposed park south of Bethel Church and David Avenue. Active uses, which are uses that engage the public and foster an inviting and comfortable pedestrian environment, are required along these frontages. Active uses include retail, personal services, dining establishments, live-work spaces, lobbies, active community spaces, fitness centers, small parks, parklets, or plazas. Uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.

5.2-1.2 Pedestrian-Oriented Frontages

Pedestrian-Oriented Frontages prioritize pedestrian comfort and connectivity. This ground floor frontage type applies to the rest of Winchester Boulevard within the Urban Village. Along pedestrian-oriented frontages, active uses are encouraged but not required. Building frontages must incorporate detailed articulation and entrances must be designed at the pedestrian scale. Like on active frontages, uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.

GOAL UD-1 Support an engaging pedestrian environment along Winchester Boulevard.

GOAL UD-2 Establish continuity between the public realm of the Santana Row/Valley Fair Urban Village and the Winchester Urban Village.

GOAL UD-3 Create a vibrant public realm at key focal points in the Winchester Urban Village.

Standards

- DS-1** Primary pedestrian entrances for both ground floor and upper-story uses shall face Winchester Boulevard.
- DS-2** Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building must be active.
- DS-3** Along all active frontages and pedestrian-oriented frontages:
- Ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.
 - Blank walls at the ground level shall be no more than 20 feet in length.
 - Building frontages shall incorporate detailed articulation and entrances that are designed at the pedestrian scale.
 - Loading docks and exposed parking are prohibited.
 - Utilities and vehicular access points shall be minimized.

5.2-2 QUALITY BUILDING DESIGN

Building design shapes a building's character and dictates how a building relates to the public realm. The composition of a facade can create visual interest and ensure pedestrian orientation, and building details and articulation can both create design variety and establish harmony within a development or among adjacent buildings. This section addresses all elements of building design that have an impact on the public realm and overall urban design of the Village.

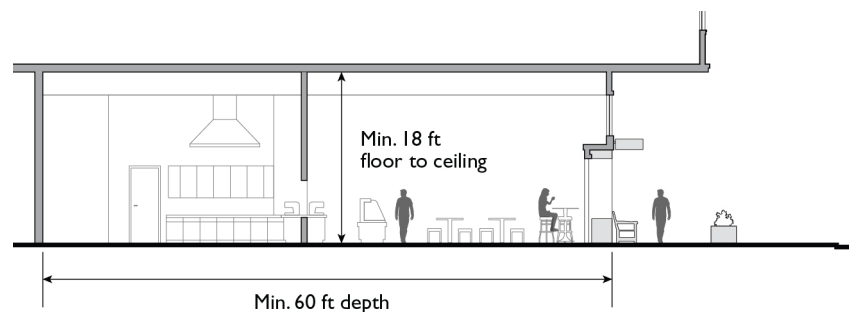
5.2-2.1 GROUND LEVEL DESIGN – NON-RESIDENTIAL AND MIXED USE

Building design at the ground level is especially critical in an urban area with pedestrian traffic and active uses. This section lists standards and guidelines that will ensure that ground level commercial establishments contribute to the pedestrian oriented nature of the Village, and encourage individual storefronts to establish unique identity through façade articulation and creative design.

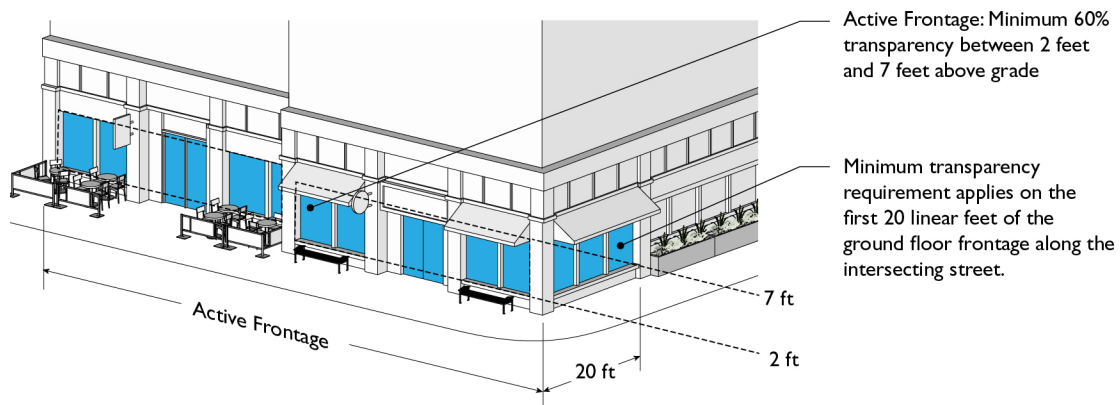
GOAL UD-4 Ensure that new development that is supportive of a continuously engaging public realm.

Standards

- DS-4** Ground-floor entrances shall be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.
- DS-5** A minimum of one pedestrian building entrance shall be provided along every 50 feet of public street frontage.
- DS-6** Ground floor commercial spaces shall be a minimum depth of 60 feet and floor-to-ceiling height of 18 feet.



- DS-7** On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement shall also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.
- DS-8** Interior tenant spaces shall be designed with “stubbed-out” plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/ bakery type uses.
- DS-9** Franchise architecture is not permitted.
- DS-10** Entrances to residential, office or other upper-story uses shall be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.
- DS-11** New buildings shall provide use high quality materials for the ground floor facing a public street. Avoid using stucco for the ground floor of large commercial or mixed-use buildings.



Guidelines

- DG-1** Incorporate frequent entries and ample fenestration with visible activity on all publicly exposed façades of commercial and commercial mixed-use buildings.
- DG-2** Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.
- DG-3** Avoid opaque windows or windows covered with blinds at the ground floor.



Streets lined with active uses, windows, creative signs, and pedestrian-scaled street furniture help create a vibrant district for visitors.

DG-4 Use large areas of glazing to allow high visibility of the commercial space interior and merchandise display to engage the pedestrians and avoid excessive mullions.

DG-5 Display merchandise in the public right of way to activate the street and engage the pedestrians. This may require a permit from the City of San Jose Department of Public Works.

DG-6 Design commercial establishments to complement the pedestrian oriented nature of the Village by providing connections adjacent paseos, or other pedestrian pathways.

DG-7 Allow opportunities for small pop-up stores that have a window opening to the street to encourage pedestrians to stop and activate the sidewalk.

DG-8 Design flexible ground floor retail space that can accommodate a wider range of tenants and adapt to market changes over time. Create opportunities for subdividing ground floor space for smaller-scale businesses and mini-shops.

DG-9 Incorporate creative signs that reflect the a unique character or identity of the establishment.

DG-10 Limit large-format commercial uses at the ground floor. Where large-scale format spaces are necessary on the ground floor, locate them on upper floors and/or toward the building interior and line with active uses along the street frontage and public open space frontages.

5.2-3 GROUND LEVEL DESIGN – RESIDENTIAL

Where residential uses within the Village are located on the ground floor, the ground floor building design must engage with public realm and contribute to a comfortable and inviting pedestrian experience while still maintaining privacy for residential units.

GOAL UD-5 Ensure that residential development located at the ground level contributes to an active public realm.

Standards

DS-12 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path or Green Connection; and shall incorporate a projection (porch, stoop, etc.), recess, or combination of porch or recess.

DS-13 Townhouse development shall incorporate landscaping in the required setbacks.

DS-14 The finished floor elevation shall be between two and four feet above the sidewalk elevation. Where the finished floor elevation is more than two feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature. Podium walls above two feet in height are not permitted.

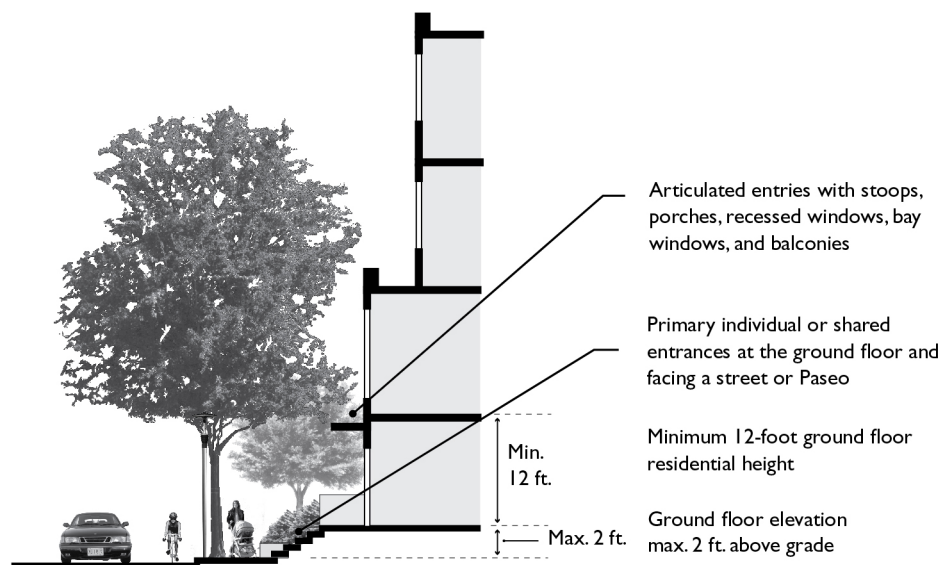
DS-15 A minimum of one pedestrian building entry shall be provided for each 50 feet of residential street frontage.

Guidelines

DG-11 *Where residential units face public spaces such as streets, Paseos, plazas or courtyards, incorporate facing the open space should include porches, steps, patios, bay windows, balconies and/or stoops to maximize visibility and encourage social activity.*



Porches and stoops help emphasize the individual residential entry and encourage social interaction between tenants and passerby.



5.2-3.1 Whole Building Design

While ground floor design has an immediate impact on the pedestrian experience, it is essential that the entire building is designed in such a way that promotes building and neighborhood integrity. Building massing, scale, and overall design must be compatible with its height and use, as well as contribute to the Village identity and character. No particular building style is recommended for the Urban Village.

GOAL UD-6 Create a sense of continuity between existing and new development. Ensure that new architecture and design is high-quality and visually compelling.

GOAL UD-7 Promote flexible buildings that can accommodate a range of uses and adapt to changes in the market over time.

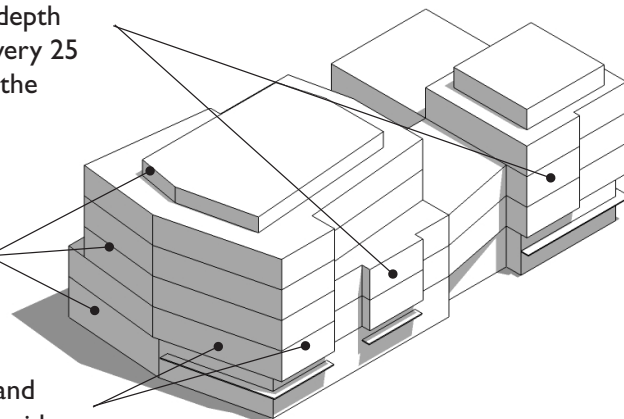
Standards

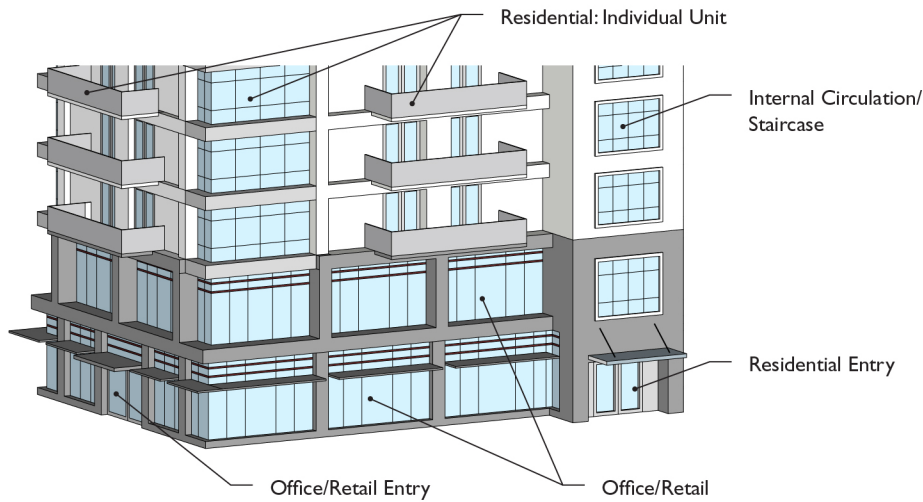
- DS-16** Buildings shall contain the three traditional parts of a building: a base, a mid section, and a top.
- DS-17** Buildings shall be “four-sided”, maintaining the façade’s quality of architectural articulation and finishes on all visible sides.
- DS-18** Buildings wider than 75 feet shall be subdivided into portions or segments that read as distinct volumes.
- DS-19** The massing of building shall be broken up through height variation and facade articulation such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create transparencies. Street-facing facades shall include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.

Vertical projections at least two stories high and 4 ft. in depth shall be incorporated every 25 feet along the length of the building facade

Building design shall incorporate a base, mid-section, and top

Maintain façade quality and articulation on all visible sides





- DS-20** Window design shall reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).
- DS-21** Street-facing residential units shall be designed such that windows of primary living areas face the street.
- DS-22** Windowless facades facing the street are prohibited.
- DS-23** Building façades shall be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco shall be minimized and aluminum mesh is prohibited as a balcony material.
- DS-24** Colors should be harmonious; however, color contrast is encouraged to create contrast and accentuate architectural forms and features.
- DS-25** Avoid highly reflective surfaces and materials that cause heat and/or glare for pedestrians and motorists.

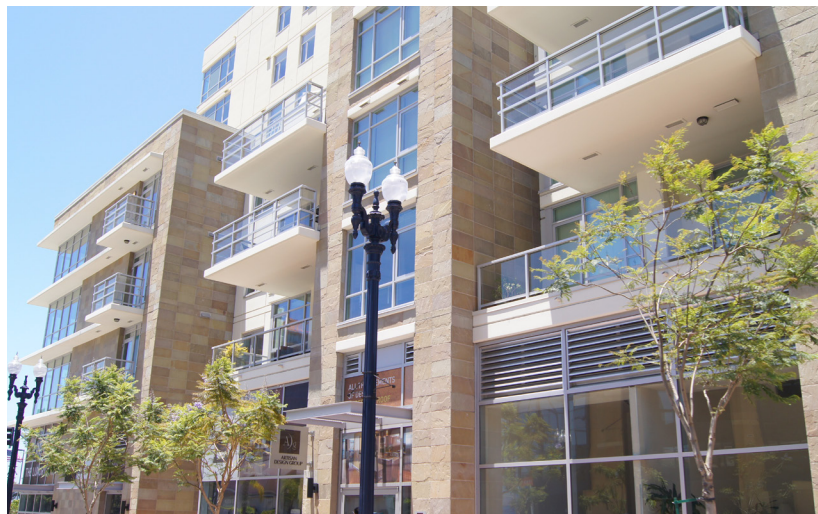


The perceived building height and scale can be reduced by employing upper-story setback, change of materials and colors, and facade articulation.

Guidelines

- DG-12** Design building entrances that are visible and recognizable as such, and that fit in with the building's architectural style.
- DG-13** Roofs should be an integral part of the building design and should respond to the general design of other roofs along Winchester Boulevard and adjoining streets.
- DG-14** On buildings with flat roofs, include parapets that are with finished with cornices or other horizontal decoration, or that have clean edges with no visible flashing.
- DG-15** Incorporate outdoor terraces and rooftop gardens that overlook the street and provide visual interest.

- DG-16** *Design spaces that balance privacy and safety with access to air and sunlight by prioritizing south facing open space opportunities.*
- DG-17** *Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the building facades.*
- DG-18** *On buildings with flat roofs, include parapets that are with finished with cornices or other horizontal decoration, or that have clean edges with no visible flashing.*
- DG-19** *Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give a building a sense of human scale.*
- DG-20** *Design spaces with flexibility that will respond to changing demands and needs. Methods include but are not limited to:*
- *Construction techniques that allow conversion of residential units to meet changing occupancy requirements.*
 - *Building programming that considers tenant phasing (converting parking structure to office uses, etc.).*
 - *Open layouts that allow for various types of commercial and office uses with minimal reconstruction, including small businesses and start-ups.*
- DG-21** *Incorporate creative elements into buildings for both functional and aesthetic purposes, such as vertical gardens (creative landscaping and temperature control).*
- DG-22** *Provide alternative mode-choice supports such as, on-site shower and locker facilities and bike repair and safe storage systems.*



Recesses, overhangs, and projections create visual interest from the street and allow more light into individual units.

5.2-4 COMPATIBILITY OF BUILDING HEIGHT, PLACEMENT AND SCALE

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes goals and standards for building height limits, placement, and bulk, with special attention paid to areas where infill village development is near existing residential neighborhoods. Together with density and intensity limits and other building and site design standards, the standards presented here will ensure context-sensitive design throughout the Village.

5.2-4.1 Building Height

While more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. The Village's tallest height limit—85 feet—is applied to the north and south ends of the Village where ground floor commercial uses are required. The 85-foot height limit is also applied to the Reserve project site. Additional height may be permitted along Winchester Boulevard upon provision of community amenities, as described in Chapter 7.

Elsewhere along the corridor, building heights are limited to 65 feet. In a few locations, large parcels that lie behind Winchester Boulevard are limited to 55 feet to feather building heights down toward adjacent low-intensity residential uses. Urban Residential parcels not fronting Winchester Boulevard are limited to 45 feet in height.

GOAL UD-8 Place the tallest building heights along Winchester Boulevard, I-280, and I-880.

GOAL UD-9 Establish height districts that step down toward existing low-intensity residential uses.

GOAL UD-10 Ensure that project site size is compatible with the intensity of development.

Standards

DS-26 See Figure 5-2 for the Winchester Urban Village Height Limits.

DS-27 Non-occupiable architectural features such as roof forms, chimneys, stairwells and towers may project up to five feet above the maximum height.

DS-28 On sites where the adjacent context is lower-scale and not anticipated to change, the building base height shall not exceed the scale of the adjacent building.

DS-29 Create a sense of continuity between existing and new development. Ensure that new architecture and design is high-quality and visually compelling.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

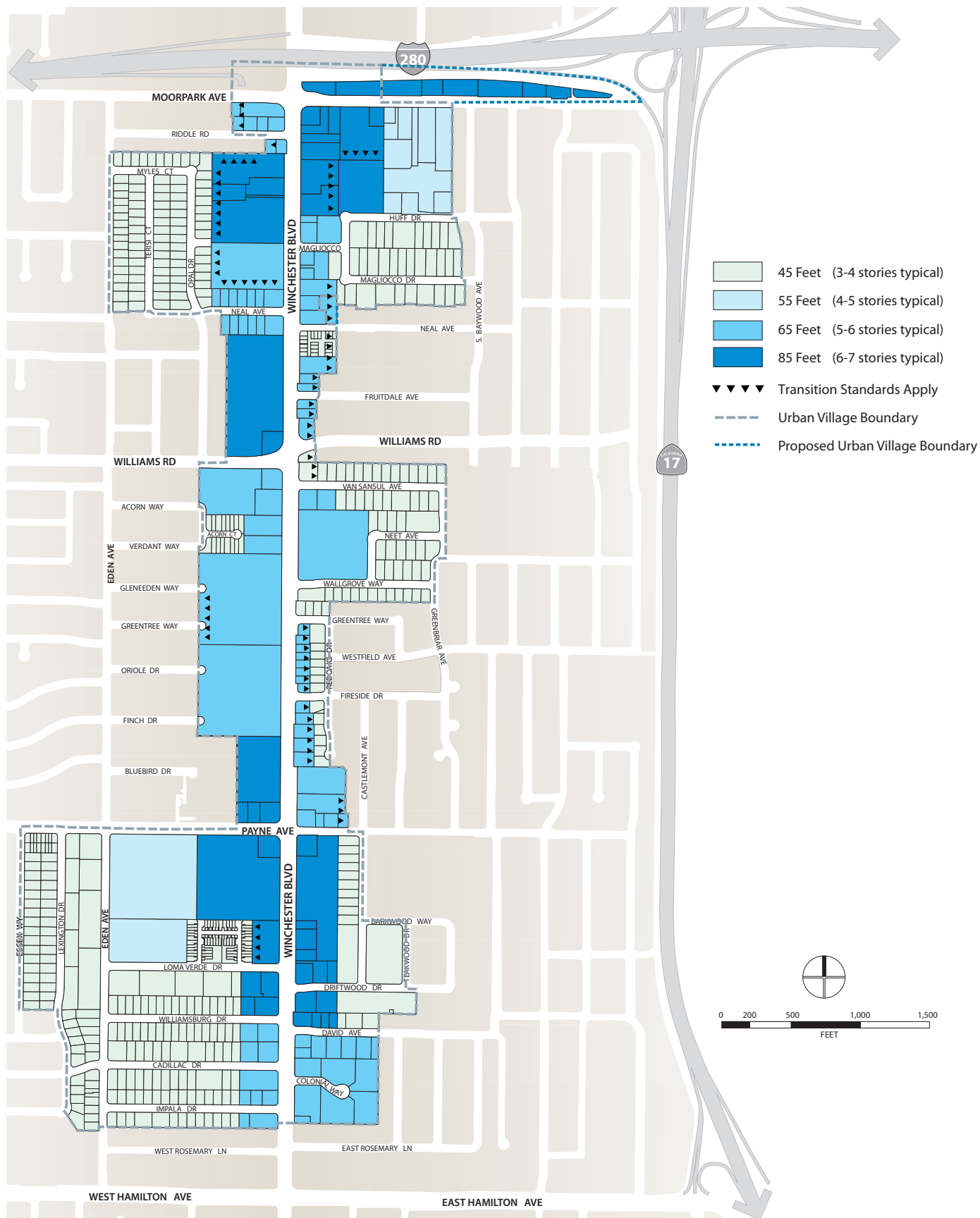


FIGURE 5-3: BUILDING HEIGHT EXAMPLES



5.2-4.2 Building Placement and Transitions

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help enforce the desired character of the land use, as described in Chapter 2, without limiting the capacity of private development.

In areas where a mixed-use or commercial building abuts lower-intensity residential use, transitional height standards maintain sufficient “breathing room” for the lower-intensity use in terms of sunlight access, privacy, and noise. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village’s public realm.

In general, transitional height standards apply where Village development immediately abuts uses designated by the General Plan as Residential Neighborhood uses, both with a 35-foot height limit (typically R-12 and R-2 zones) and a 45-foot height limit (typically RM and Urban Residential zones).

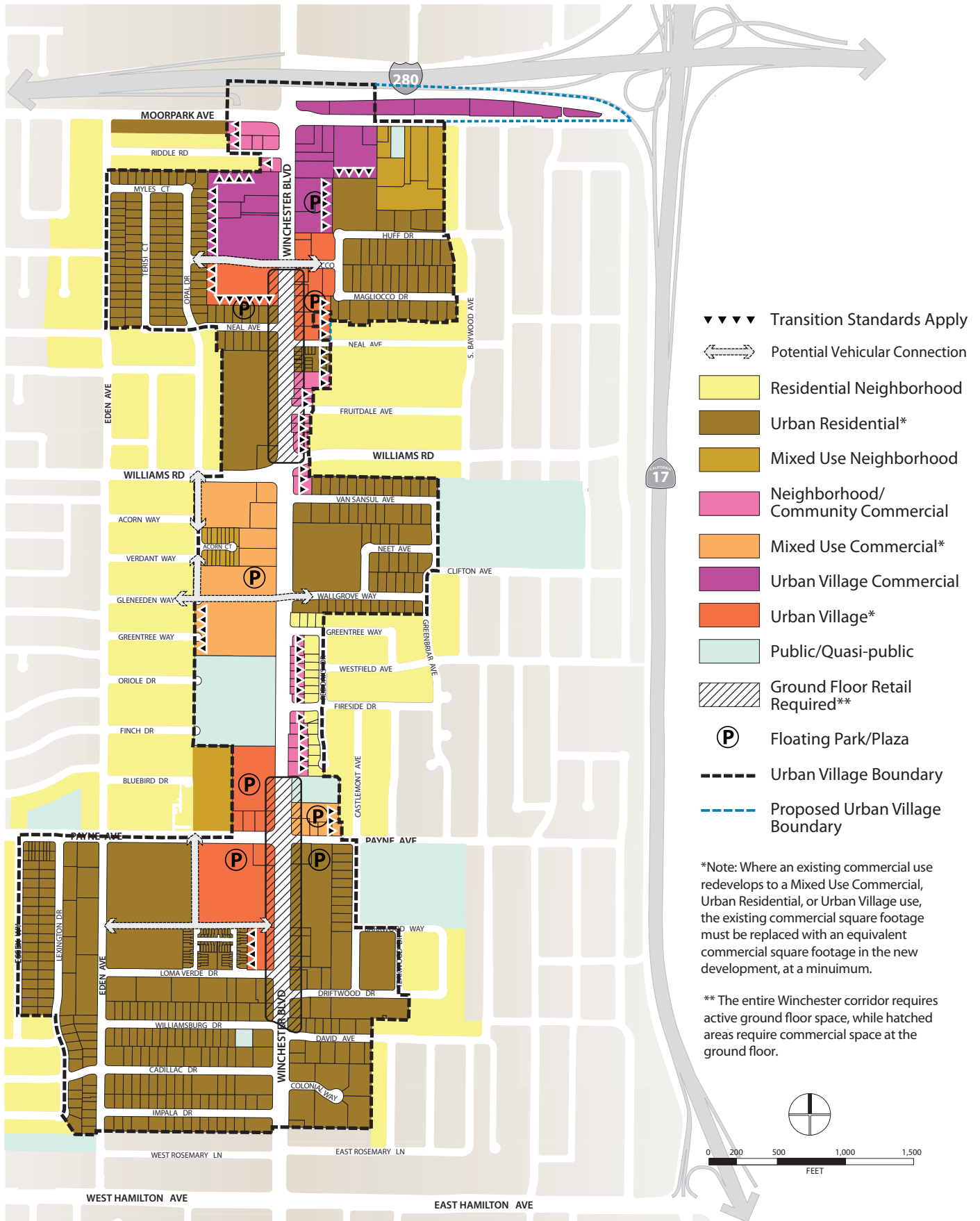
GOAL UD-11 Create continuous building frontages that frame the Village’s public realm and streets.

GOAL UD-12 Protect privacy and sun access of existing residential neighborhood in and near the Village.



The buildings above minimize setbacks, create engaging and active street and paseo frontages, and incorporate varied massing and bulk that transitions to the scale of the public realm and to neighboring buildings.

FIGURE 5-4: BUILDING HEIGHT TRANSITION AREAS



Standards

- DS-30** See Table 5-1 for building placement and bulk standards.
- DS-31** Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward front setback requirement.
- DG-23** *Where the existing sidewalk in front of a development project is less than the required sidewalk (20 feet along Winchester and Stevens Creek boulevards and 15 feet on all other streets; see Chapter 6), the project must make up the difference such that the entire required sidewalk width is publicly accessible and functions as a sidewalk.*
- DS-32** See Figure 5-5 for areas where transitional height standards apply, in the context of Village and surrounding land uses.
- DS-33** See Figures 5-6 through 5-8 for transitional height standards requirements.

TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS

	LAND USE PER FIGURE 2-1: LAND USE DIAGRAM		
	URBAN VILLAGE AND URBAN VILLAGE COMMERCIAL	REGIONAL COMMERCIAL, NEIGHBORHOOD/COMMUNITY COMMERCIAL AND MIXED USE COMMERCIAL	URBAN RESIDENTIAL AND MIXED USE NEIGHBORHOOD
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	<ul style="list-style-type: none"> 0-10 ft. Building must be located at the property line for a minimum of 50% of street-facing building frontage within Ground Floor Commercial Required overlay.^{1,2} 	<ul style="list-style-type: none"> Building must be located at the property line for a minimum of 50% of street-facing building frontage within Ground Floor Commercial Required overlay.^{1,2} 	
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	5-12 ft. <i>(applies to Urban Village only)</i> ²	5-12 ft. <i>(applies Mixed-Use Commercial only)</i> ²	Min. 5 ft. ²
STREET SIDE SETBACK	0-10 ft.	0 ft.	Min 5 ft.
SIDE SETBACK	<ul style="list-style-type: none"> 0 ft. Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-3 through 5-7) 		<ul style="list-style-type: none"> Min. 5 ft. Where adjacent to residential use with 35 ft. or 45 ft. height limit, see Transitions (figures 5-3 through 5-7)
REAR SETBACK	<ul style="list-style-type: none"> Min 10 ft. Where adjacent to residential use with 35 or 45 ft. height limit, see Transitions (figures 5-3 through 5-7) 		
STREET WALL ALONG WINCHESTER BOULEVARD	Minimum 3 stories; maximum 4 stories. The fifth story and above must be stepped back a minimum of 10 feet from the ground level façade.		

FIGURE 5-5: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 35-FOOT HEIGHT

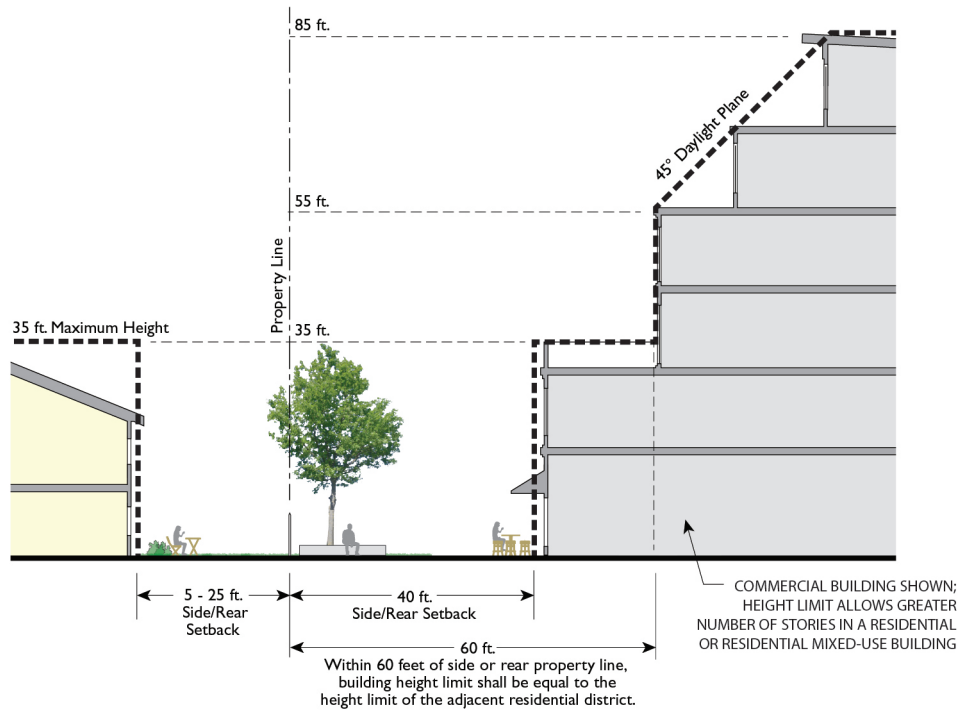


FIGURE 5-6: URBAN VILLAGE/URBAN VILLAGE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD, MAXIMUM 45-FOOT HEIGHT

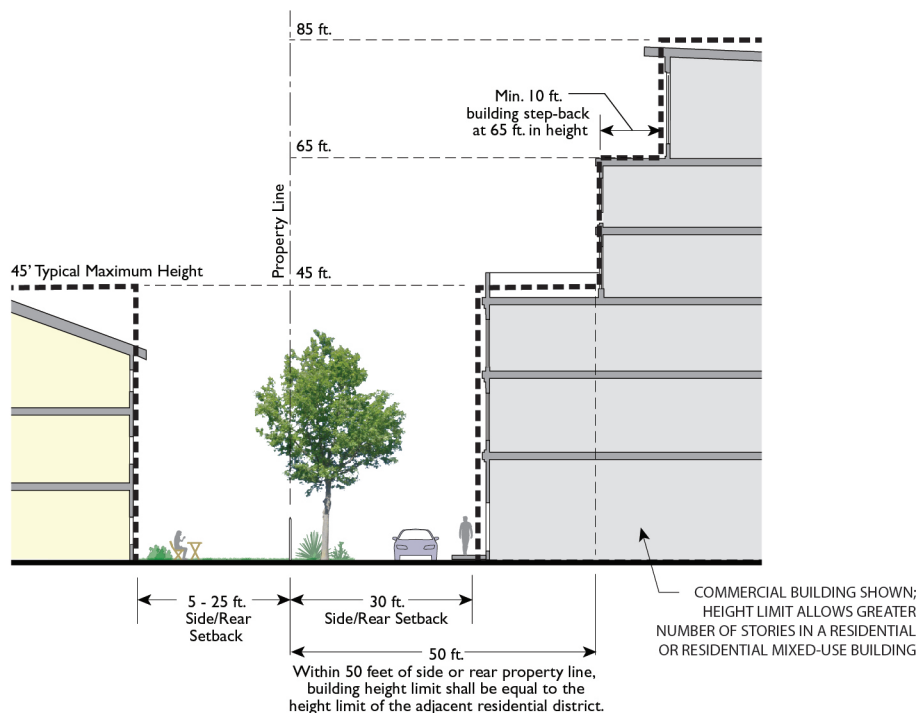


FIGURE 5-7: NEIGHBORHOOD COMMUNITY COMMERCIAL/MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD

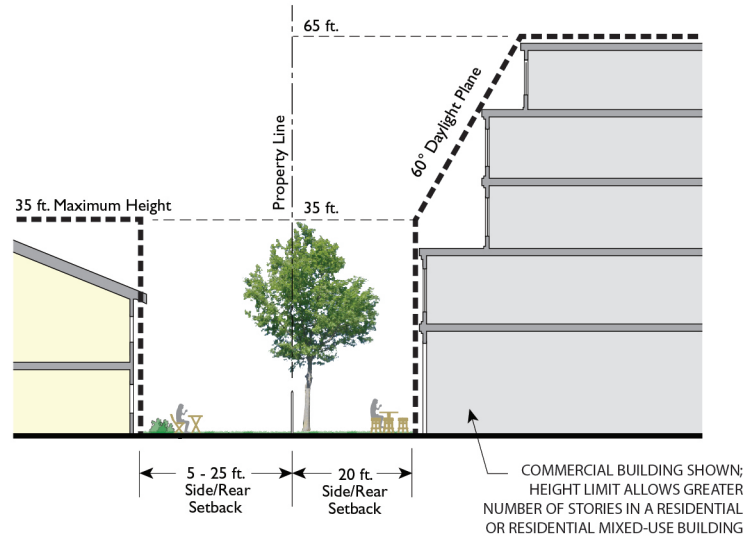
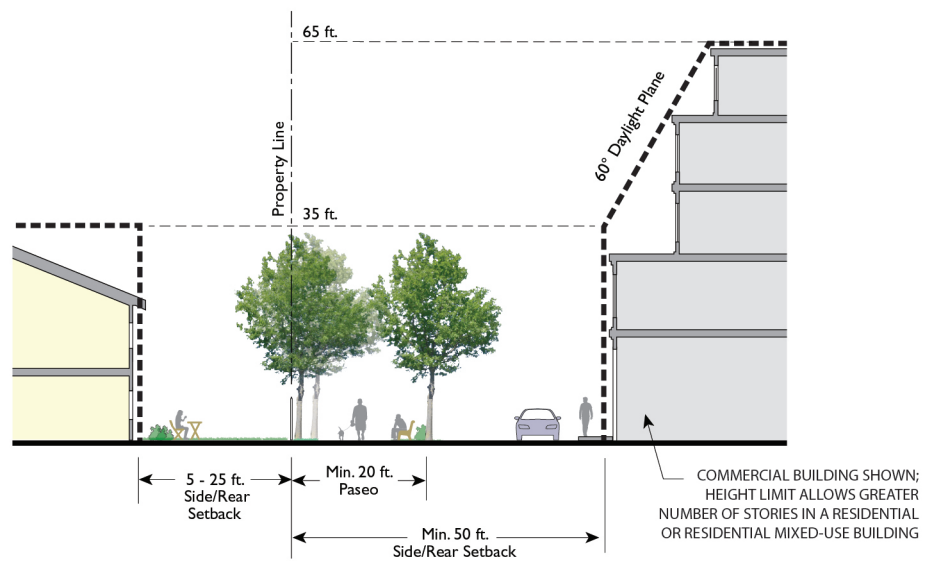


FIGURE 5-8: MIXED USE COMMERCIAL ADJACENT TO RESIDENTIAL NEIGHBORHOOD WITH PASEO



5.2-5 ACCESSIBILITY THROUGH PASEOS, PATHWAYS, AND PARKING

Creating a sense of cohesion and accessibility throughout the Village requires not only appropriate building frontages, design and placement, but also well-designed site plans that, collectively, establish a well-connected and permeable network of pathways. This section addresses the network of pedestrian- and bicycle-only paseos, additional pathways through large sites, enhanced crossings, building orientation, parking, and service and loading areas.

5.2-5.1 Paseos

Within the Winchester Village, a number of pedestrian- and bike-only paseos will become new publicly-accessible linear open spaces that serve the Village and nearby neighborhoods. The paseos serve multiple functions: they enhance connectivity within the Village, act as buffers between low-intensity residential neighborhoods and more intense Village development; and supplement the parks by adding to the Village's usable green space.

This concept is already being showcased at The Meridian at Midtown located between Race Street and Meridian Avenue in the West San Carlos Urban Village, and is also proposed at the Great Oaks Development in South San Jose, connecting River Oaks Parkway to Coyote Creek Trail. Similarly, the former San Jose Redevelopment Agency successfully executed several paseos, such as the Paseo de San Antonio, that were envisioned in the San Jose Downtown Streetscape Master Plan (2003).

Under certain criteria, including public access, active paseos constructed by residential developers and located on private property may be eligible for "private recreation" credit toward their obligation under the City's Park and Dedication and Park Impact Ordinances (PDO/PIO).

As shown in Figure 5-1, paseos are envisioned in the following locations:

- **Between the Century 24 and Toys-R-Us sites and the adjacent residential development along Opal Drive.** This paseo serves primarily as a buffer between the residential neighborhood and new Village development, as well as a connection from Riddle Road to any new parks or plazas.
- **Between Gleneeden Way and Payne Avenue.** Located along the west side of the large parcels fronting Winchester Boulevard, this paseo also serves as a buffer between Village development and existing residences in the Cadillac West, as well as an active north-south connection that provides access to the rear of Village development for pedestrians, cyclists, and possible loading/service vehicles.

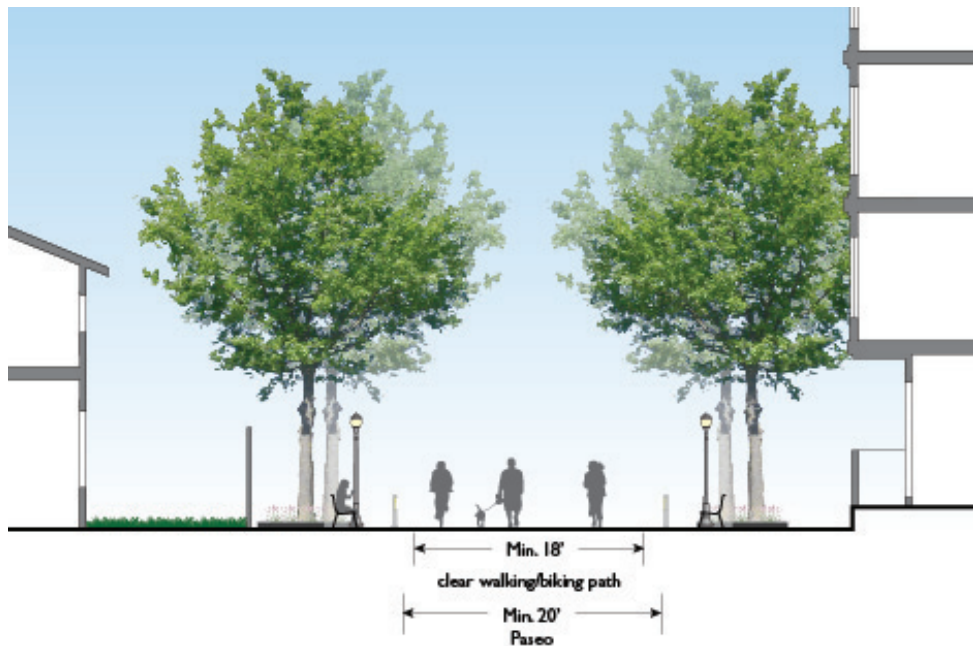


Pedestrian- and bicycle-only paseos not only enhance connectivity but also serve as a buffer between low- and high-intensity development.

GOAL UD-13 Enhance the Village's pedestrian and bicycle circulation network with green mid-block pedestrian- and bicycle-only paseos.

Standards

- DS-34** Paseos shall be incorporated into site plans of new development as indicated in Figure 5-1., in an effort to complete the active transportation networks in the Urban Village.
- DS-35** Paseos shall be no less than 24 feet wide with a minimum 18-foot clear walking/biking path.
- DS-36** A dual use of open space and Emergency Vehicle Access (EVA) may be acceptable where necessary, but the space shall be primarily designed for open space uses.
- DS-37** Paseos shall be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area's heat island effect.
- DS-38** Paseos should have direct sunlight with a sense of openness and human scale.
- DS-39** To ensure pedestrian safety, pedestrian lighting shall be at eye level. No light source should be directed skyward in paseos that are adjacent to residential areas.



5.2-5.2 Site Planning and Pedestrian Access

In addition to paseos, developments on large sites must incorporate pedestrian pathways that facilitate access to sidewalks; nearby parks, plazas and paseos; parking; and on-site and nearby buildings. These pathways are essential for making the Village more accessible and permeable for neighbors and visitors.

GOAL UD-14 Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system throughout the Village.

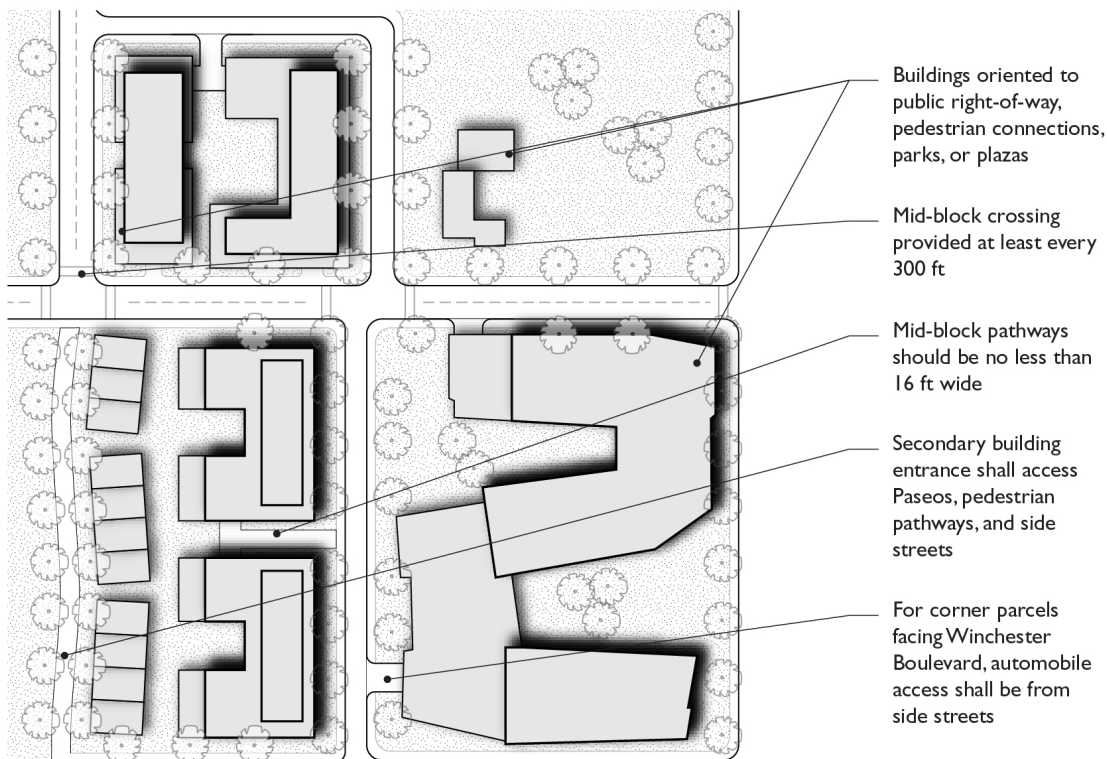
GOAL UD-15 Maximize connectivity along public rights-of-way, mid-block crosswalks and connections, pedestrian/bicycle Paseos, and connections through both public and private development.

Standards

DS-40 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-41 Mid-block pathways shall be no less than 20 feet wide.

DS-42 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.



- DS-43** Buildings shall align with street frontages and public pedestrian pathways to create continuous street walls.
- DS-44** Secondary building entrances shall face Paseos, pedestrian pathways, and side streets.
- DS-45** Automobile access to corner parcels shall be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.
- DS-46** Locate and design shared outdoor space to maximize access to sunlight and to minimize impacts from service and mechanical equipment areas.
- DS-47** When redevelopment occurs, explore limiting the number of driveways along Winchester Boulevard, to enhance safety for people who walk or bike.

Guidelines

- DG-24** *Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.*
- DG-25** *Outside of the Ground Floor Commercial Required Overlay, place non-residential building frontages at the minimum required setback to the extent feasible. It is recommended that 50 percent of the building frontage be located at the minimum required setback.*
- DG-26** *Locate entrances and upper-story windows such that they look out onto and, at night, cast light onto, sidewalks and pedestrian paths.*
- DG-27** *Promote activity and visual interest at the ground level through by incorporating pedestrian amenities, landscaping, and public open space.*
- DG-28** *Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.*
- DG-29** *Improve the setback area along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.*
- DG-30** *Incorporate clear and convenient access to transit facilities to the extent possible in the early stage of site planning.*
- DG-31** *Incorporate carsharing and/or bikesharing locations into their sites where appropriate.*

5.2-5.3 Parking and Loading

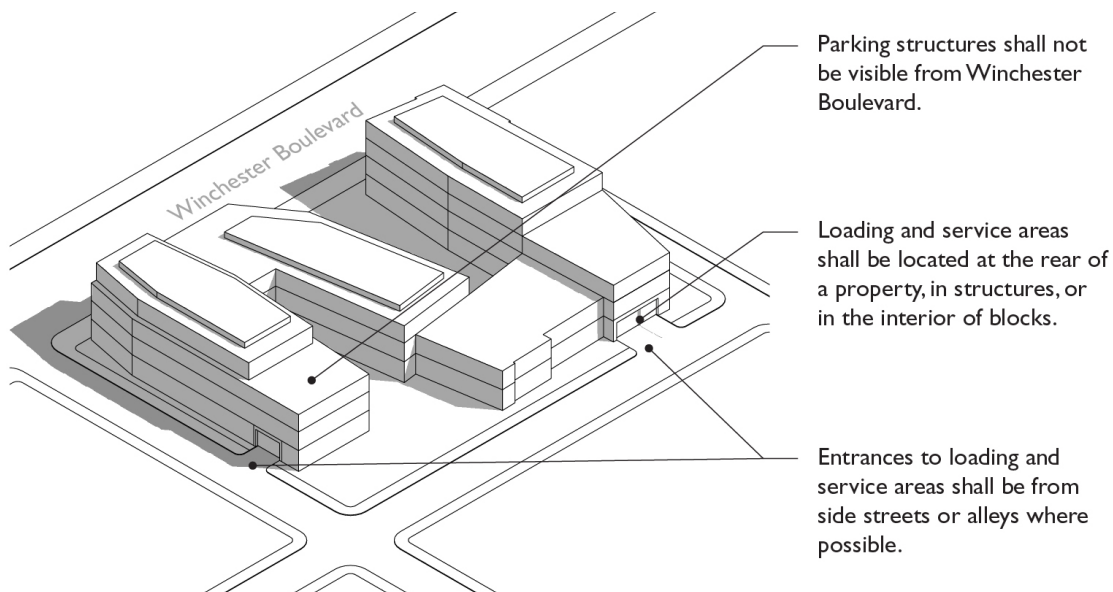
Design and location of parking areas and service and loading areas is critical to maintaining the Village's continuous pedestrian-oriented environment. This section addresses how new development can minimize the impacts of these needed areas to the Village, both visually and in terms of access.

GOAL UD-16 Ensure that parking and service areas are visually minimized from the public realm.

GOAL UD-17 Provide ample bicycle and pedestrian amenities to increase comfort of non-motorized travelers.

Standards

- DS-48** Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.
- DS-49** Entrances to loading and service areas shall be from side streets or alleys where possible.
- DS-50** Parking structures shall not be visible from Winchester Boulevard. Structures shall be underground, wrapped with habitable uses or fully screened with decorative screens or public art.
- DS-51** Surface parking shall not be permitted between the sidewalk and building façade.





Bicycle parking should be located as close to the building entrance as possible.

DS-52 Bicycle parking for visitors shall be located as close to the primary entrance as possible and shall be readily accessible and visible from the street level.

DS-53 Provide on-site bike storage and BikeLink (regional locker and bike station network).

DS-54 New developments should include secured bike parking for tenants and showering facilities.

Guidelines

DG-32 *Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.*

DG-33 *Provide a pedestrian-friendly access to parking areas located at the side or rear of the building.*

DG-34 *If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of reducing pedestrian-vehicular conflicts by sharing parking, driveways and/or loading areas with adjacent property owners.*

DG-35 *Reduce pedestrian and vehicle conflicts by minimizing driveways along the Primary Pedestrian Routes.*



Parking structure should be set back from the street edge and screened from public view.

5.2-6 SUSTAINABILITY

Environmentally sustainable development focuses on a “whole systems” approach to the siting, orientation, design, construction, operation, maintenance, renovation, and demolition of buildings and landscapes. Green building strategies to be employed in the Winchester Urban Village include efficiencies in structure design, energy usage and water consumption; the reduction of waste; improving and maintaining indoor environmental quality for the comfort and health of occupants; and the optimization of operations and maintenance systems.

Benefits of green building include natural resource conservation, energy efficiency, improved health of employees and residents, and increased economic vitality.

GOAL UD-18 Maximize sustainable design measures in building design.

Standards

DS-55 All new development shall be consistent with or exceed the City’s Green Building, renewable energy, stormwater and trash management, Ordinance and City Council Policies, 2040 General Plan Environmental leadership section as well as State and/or regional policies.

Guidelines

Energy Efficiency

DG-36 *Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.*

DG-37 *Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.*

DG-38 *Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.*

DG-39 *Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.*



Rain gardens and infiltration planters can be used to mitigate stormwater runoff.

DG-40 Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.

DG-41 Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.

DG-42 EV charging signage and wayfinding shall be provided to increase public awareness of EVs and support existing EV users.

DG-43 Encourage the incorporation of “smart systems” to automatically control the building’s operation system, including lighting, heating, ventilation and air conditioning, security, and other systems.

Stormwater Management

DG-44 Manage stormwater runoff in compliance with the City’s Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.

DG-45 Use native or drought tolerant plant species that require low water usage and maintenance.

DG-46 Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.

DG-47 Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.

Trash Management

DG-48 Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.

DG-49 Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.

5.3 Visualizations

This section provides visualizations of key corridors and potential development sites within the Santana Row/Valley Fair Urban Village. Designs shown here are not meant to be prescriptive; rather, they are intended to illustrate the development standards and design guidelines described in this chapter and to show how the resulting development may transform the Village. Photosimulations are collages over a photograph, and case studies show potential massing on key potential development sites.

5.3-1 PHOTOSIMULATIONS

The views on the following two pages reflect a potential build-out scenario of the land uses, heights, building massing, and building placement standards described in this Plan. The intention is to show how the fully implemented plan would “feel” from an eye-level point of view at key areas in the Village’s public realm. *Photosimulation 1* shows the view looking from the west side of Winchester Boulevard, looking north Payne Avenue and Loma Verde Drive. *Photosimulation 2* simulates the view on the west side of Winchester Boulevard looking north near Walgrove Way, with Case Study B showing on the left.

5.3-2 CASE STUDIES

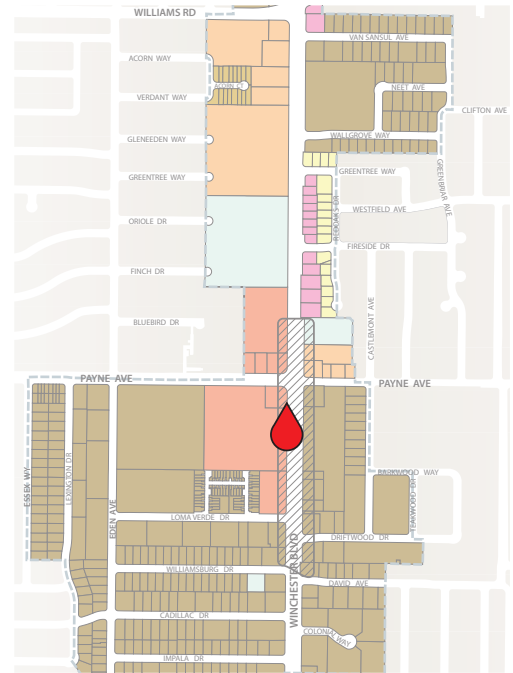
The case studies shown here were developed to help draft the development standards and design guidelines presented earlier in this chapter. At the same time, modeling development on key sites helped to ensure that ensure that the cumulative projected buildout on the Village’s many potential development sites over the planning horizon will be consistent with the goals of the City’s General Plan.

Two of these sites are illustrated on the following pages. Case Study A shows a potential build-out scenario on the east side of Winchester Boulevard between Neal and Fruitdale avenues, and Case Study B shows a potential build-out scenario on a “superblock” fronting Winchester Boulevard between Williams Road and Payne Avenue. These designs are illustrative only, showing just one feasible development scenario for each site.

WINCHESTER BOULEVARD PHOTOSIMULATION 1



Before

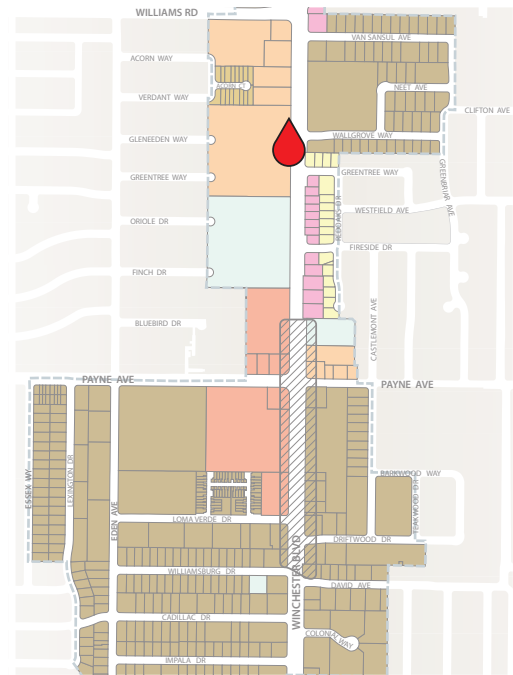


After

WINCHESTER BOULEVARD PHOTOSIMULATION 2



Before



After

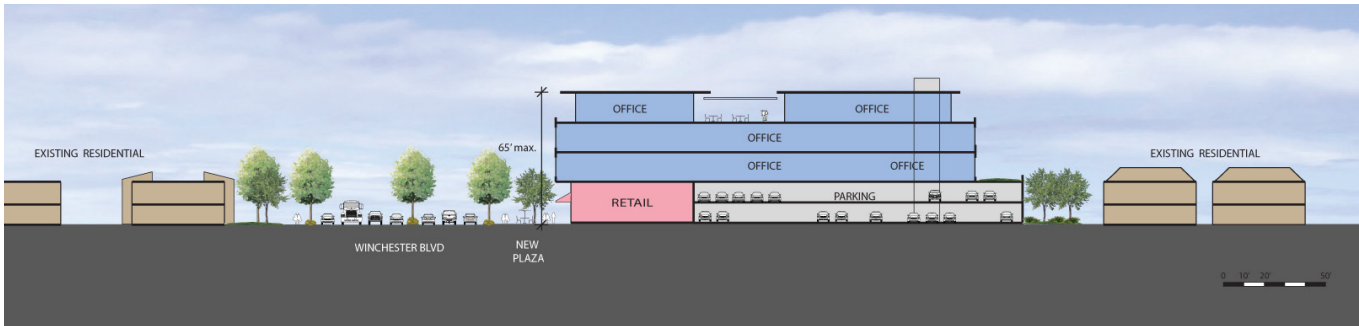
CASE STUDY A

Case study A is a 0.74-acre parcel along the east side of Winchester Boulevard between Neal and Fruitdale avenues with 120 linear feet of street frontage along Winchester Boulevard. The site is designated as Neighborhood/Community Commercial and has a building height limit of 65 feet. This site is located within the Ground Floor Commercial Required overlay designation, and the rear of the site abuts existing low-density residential uses.

This scenario envisions three levels of office above ground-floor retail and two levels of podium parking. Upper story step-backs and open space areas modulate the building massing and provide a transition to the adjacent residential uses. The building frontage along Winchester Boulevard is active and pedestrian-friendly, with a small publicly accessible plaza. The top floor incorporates rooftop common open space.



Plan



Section



View

KEY URBAN DESIGN FEATURES

- 1 Building height steps down toward the existing single family residential neighborhood.
- 2 An active frontage along Winchester Boulevard provides transparency, visual interest, and ample width for pedestrians.
- 3 Building massing varies to reflect the internal organization of the building, maintain a street wall along Winchester Boulevard, and create a small on-site active plaza at the entrance.
- 4 Parking is located underground and the visibility of the access driveway is minimized.

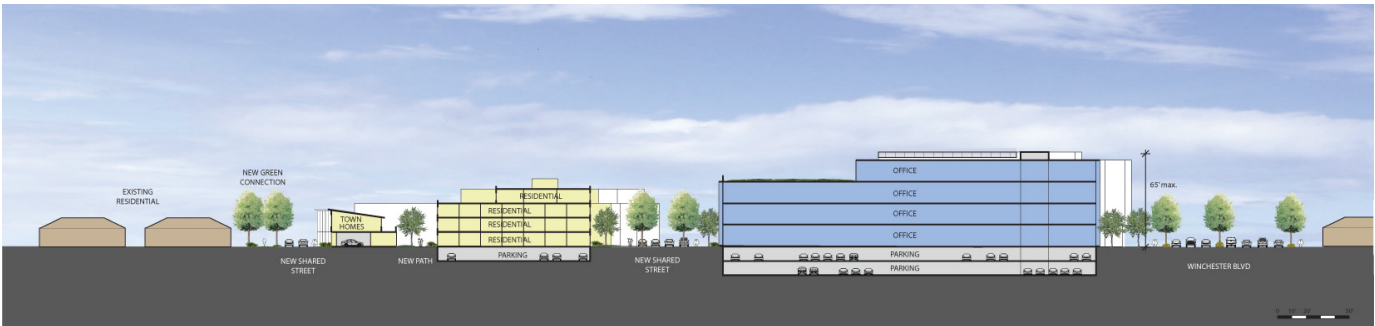
CASE STUDY B

Case study B is a single 9.1-acre parcel on the west side of Winchester Boulevard in the “superblock” between Williams Road and Payne Avenue. The site is designated as Mixed-Use Commercial with a height limit of 65 feet. This case study envisions a four-story office building along the majority of the site’s Winchester Boulevard frontage; four-story multi-family residential buildings to the west; and two-story townhomes along the west edge of the site where the parcel abuts existing residential. A 1.7-acre community park occupies the northeast corner of the site. All parking is underground, with the exception of the individual garages for the townhomes.

Open space and enhanced connectivity are major features of this site. Building and site layout enhances pedestrian connections and accessibility of shared open space, and new connections make the large block more walkable and vehicular routes more direct. Gleneeden Way extends through to Wallgrove Way; internal east-west and north-south circulation is provided through the site; and a pedestrian-and bicycle-only Green Connector buffers the site from abutting residential uses to the west.



Plan



Section



View

KEY URBAN DESIGN FEATURES

- ① Building heights step down toward the existing single family residential neighborhood, with townhomes located at the site's western edge.
- ② A new right-of-way off Winchester Boulevard provides access to the park, office building, and new residential areas.
- ③ A north-south pedestrian- and bike-only paseo at the rear of the site links the new residential buildings and provides direct access to Acorn Way and future development on the corner of Williams Road and Winchester Boulevard.
- ④ The design of the mid-rise building exhibits a distinct top, middle and bottom.
- ⑤ A new community park is visible from Winchester Boulevard and easily accessed from new residences.

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